

Gary Toriello

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Summary

Senior web/interactive designer, graphics/typography expert with 15+ years' experience planning, designing, developing and testing award-winning websites (internets and intranets) for Unilever Best Foods, New York State Unified Court System, Hanover Direct and White Amber (a startup acquired by PeopleSoft).

Technical Skills

Graphics: Adobe Photoshop; Illustrator; Fireworks; Flash
Web: Dreamweaver; HTML5/CSS3 hand coding; Bootstrap; JQuery
Mobile: Responsive Mobile Design
Print: Adobe InDesign; Acrobat Pro
OS: Windows; Mac

Experience

Senior Web Designer
Developer
'02 – Present

New York State Unified Court System – NYC, NY

Plan, design, develop, implement and maintain the court system's public internet and private intranet, each 10,000+ pages covering 13 judicial districts & 62 county courts in New York State.

NYCourts.gov has been named a 2013 Winner of the "Top Ten Court Websites' Award" by The Forum on the Advancement of Court Technology / National Center for State Courts. The annual award recognizes achievement on criteria such as optimization for mobile technology, 508 compliance, and usability.

NYCourts.gov has also been named from among 4,000+ sites as a three-time winner of the Justice Served: Top 10 Court Website Award ('02; '04; '08).

NYCourts.gov gets 385,000 daily page views, up 50% 2006–2011

- Develop page layout, navigation, animations, buttons and icons. Present concepts and designs to senior management for approval.
- Design static and animated banners for use in cross promoting new programs, initiatives and public service announcements (PSAs).
- Develop standards/best practices for site design, navigation, coding & publishing. Review internal/external sites for compliance. Implement standards-compliant code with an emphasis on browser compatibility, accessibility & SEO.
- Develop and implement user-based portals for attorneys, judges, jurors and other user groups, reducing helpdesk requests by 85%.
- Manage the work (graphics; coding; formatting) of junior designers and more than 100 remote content providers; collaborate with remote content providers to determine ongoing site requirements and implement new features.
- Train content providers in Photoshop, Dreamweaver and HTML/CSS coding procedures/best practices, enabling content providers to make site updates independent of Web department and saving thousands of man-hours per week.
- Validate, test and debug hundreds of intranet, internet and external sub-sites.
- Operate within \$75,000 hardware/software budget; recommend purchases.

**Web Design Mgr.
Intranet Consultant**
Contract
'01 – '02

Unilever/BestFoods – Englewood Cliffs, NJ

- Designed 50 page intranet for the Digital Futures Lab.
 - Designed Flash movies that were presented to senior-level management to determine future business possibilities, applications and strategies.
 - Designed HTML-based GUI front end for internal knowledge/document management system.
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Senior Web Designer
'00 – '01

White Amber – Lake Success, NY

White Amber (a startup acquired by PeopleSoft) developed web-based software used to interview, hire, schedule and manage payroll for temporary personnel at Fortune 500 companies, including Xerox, Avis and First Union.

- Designed GUI for 225-page web-based software application; interfaced with 20 Lotus Notes developers on production, quality control, testing, and new-feature implementation. Designed custom enhancements to meet clients' business requirements.
 - Collaborated with CEO to develop and produce application wire frames, work flows, user scenarios and functionality.
 - Created Flash animations and marketing materials for use by CEO and Sales to pitch potential Fortune 500 clients.
 - Planned, designed, launched and maintained 150-page corporate website.
 - Designed company logo, business cards and letterhead.
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Web Designer
'98 – '00

Hanover Direct – Weehawken, NJ

- Conceptualized and designed e-commerce sites for fashion/home improvement/home décor mail order catalogs, including Fashion Bug, Silhouettes, The Company Store, Domestications and International Male.
 - Developed static and animated banners for use in advertising, interactive marketing and cross-promotion.
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Education

Stevens Institute of Technology

Bachelor of Science
Major: Mechanical Engineering, Computer Aided Design

**Professional
Development
Coursework**

Fashion Institute of Technology

- Photoshop; Advanced Photography

Lodestone Digital

- Advanced CSS

Noble Desktop

- Dreamweaver Advanced Interactive; JavaScript/JQuery
- Flash Advanced/ActionScript 2

Parsons School of Design

- Typography
- Graphics Design

NYU School of Continuing & Professional Studies

- Typography II